# *Navy Recruiting Command … Seeking the 'Best and Brightest'*

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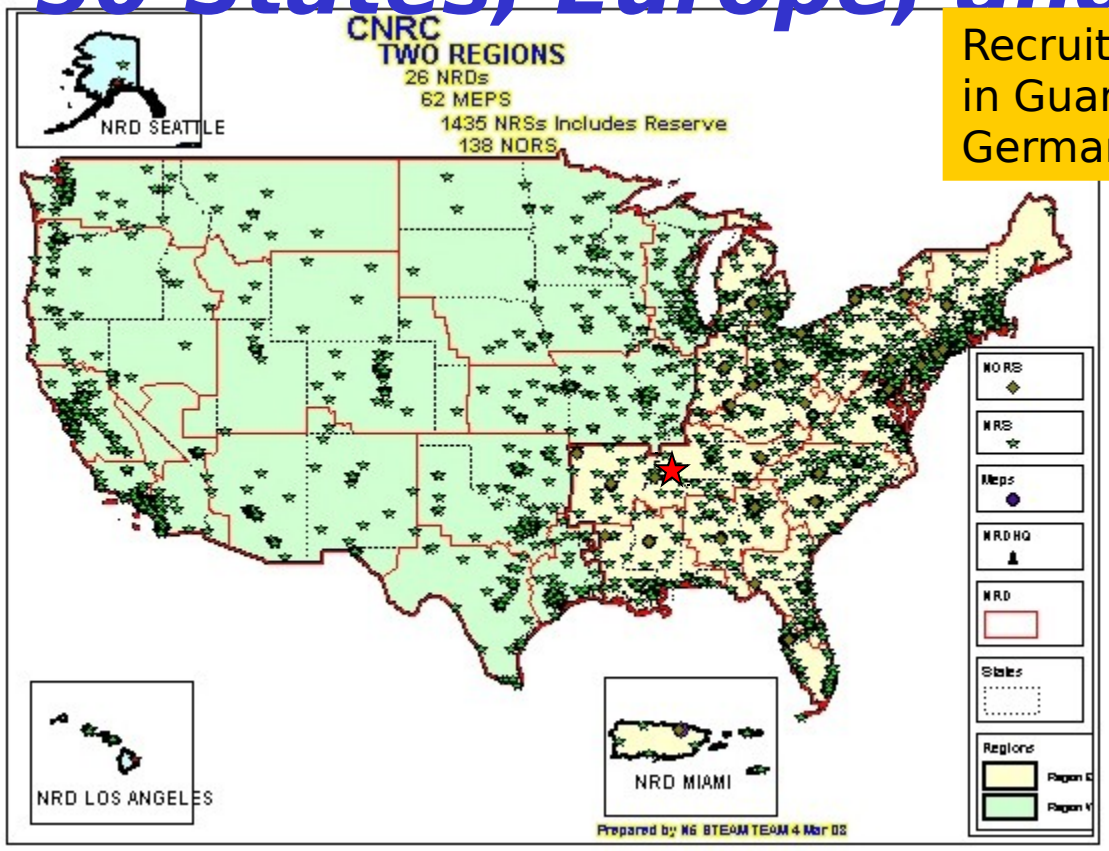
# The Navy Recruiting Organization
# 50 States, Europe, and Asia …




Recruiting stations also
in Guam, Japan, Puerto Rico
Germany, and Italy.

# Average Recruiter breakdown

Enlisted Production Recruiters (As of August 2008)

- 4,185 Active enlisted recruiters
- 673 Reserve enlisted recruiters

Officer Production Recruiters (As of August 2008)

- 140 Active officer recruiters
- 84 Enlisted officer recruiters
- 100 Reserve Officer recruiters

# Our objectives…

- Total Force
- Qualified Sailors
- Medical Officers
- NSW/NSO
- DEPpers
- Global War On Terrorism

# Navy Enlistment Policy …

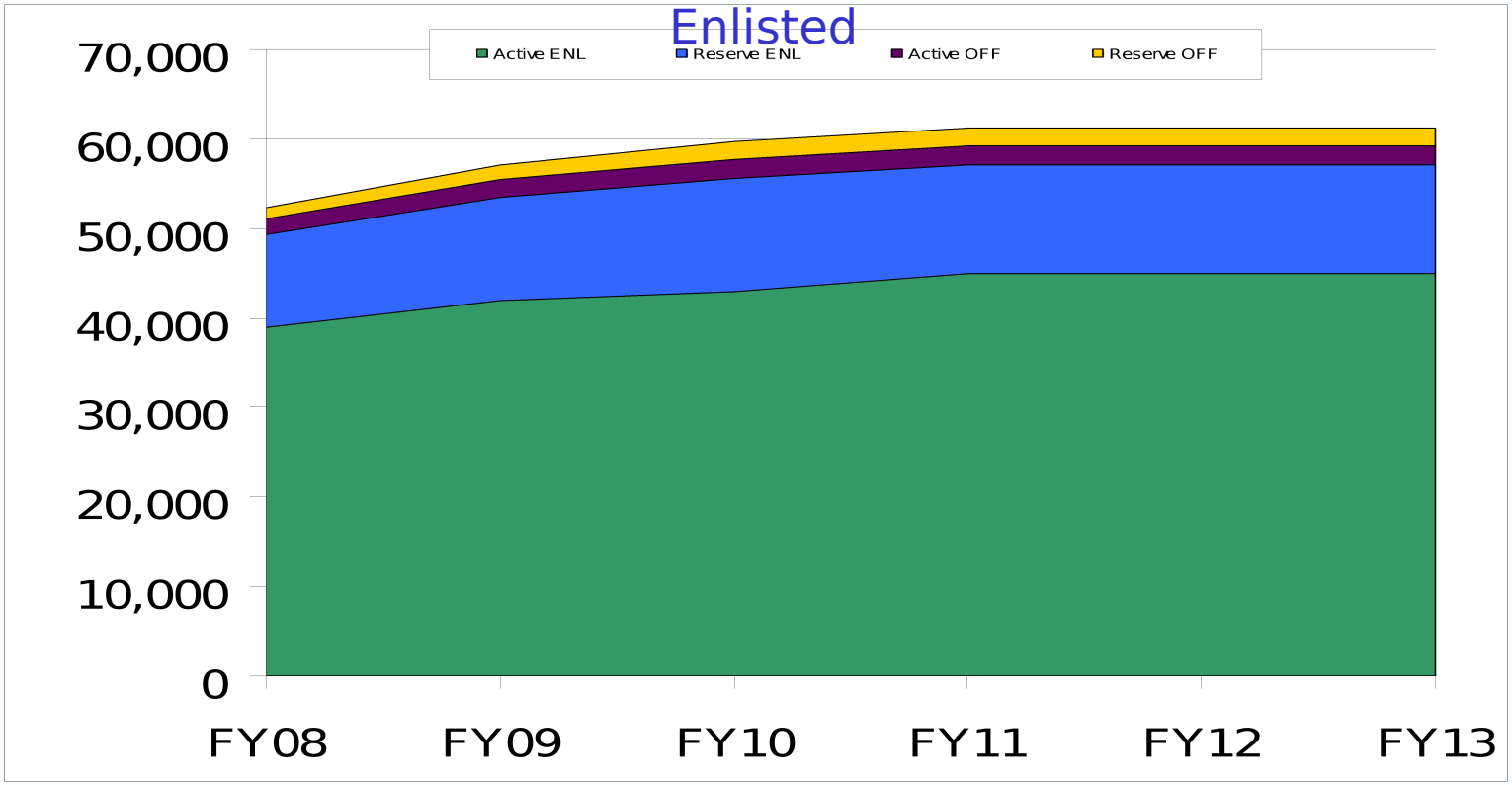
- 95% High School Diploma Graduates
- 70% Above average score on the Armed Forces Qualification Test (AFQT)
- 0% in CAT IV (30 or less on the AFQT)
- Must meet additional standards for rating
- Must pass Navy physical fitness and body fat standards
- Must have no significant history of drug use
- Must be drug free at time of enlistment
- Must not have significant or offensive tattoos and no tattoos above the shirt collar
- Must not have sole custody of dependents
- Must have no significant legal issues and no issues outstanding

# Looking forward …

Fiscal Year (FY) 2008 Active Component (AC) mission accession number is set at 38,419 enlisted and 1962 officer. Reserve Component (RC) mission accession number is 9,122 enlisted and 1200 officer – A total one force goal of 50,703.

# Increasing Mission & Uncertain Future…

Total Force (TF) recruiting mission consists of four separate parts: Active Officer, Reserve Officer, Reserve Enlisted, and Active Enlisted




| | | | | | | |
|---|---|---|---|---|---|---|
| Total Force Mission = | 50,703 | 57051 | 59679 | 61240 | 61222 | 61214 |

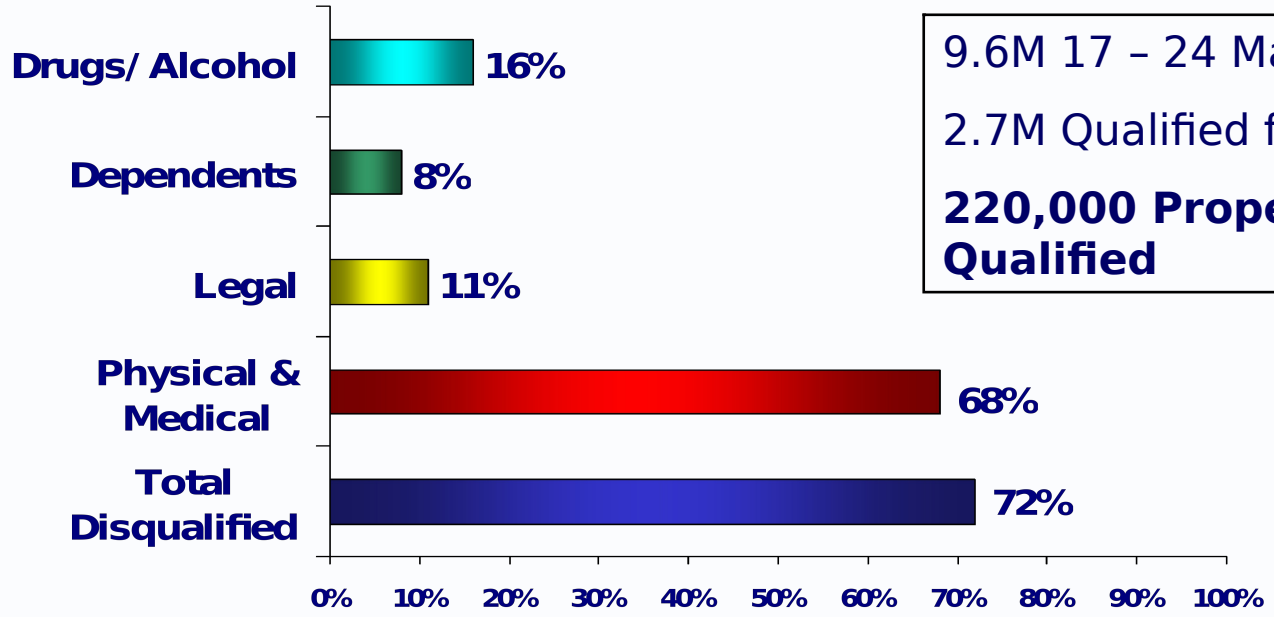
# Recruiting remains challenging…

**Findings indicate four major recruiting challenges:**

- Decrease in qualified potential recruits
- Decrease in personal propensity
  - Global War on Terrorism
  - Immigration debate
- Decrease in influencers
  - Down across the board and severely for Fathers
- Decrease in the nation's unemployment rate
  - Unemployment Rate
  - Easier to find a full-time job

# Non-Prior Service Recruiting Market

- **72%** of youth population **ineligible** for the U.S. Navy




9.6M 17 – 24 Male Target Market

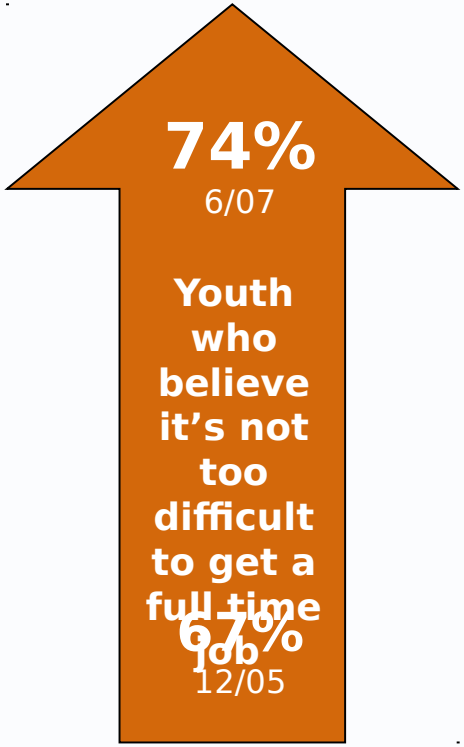
2.7M Qualified for Military Service

**220,000 Propensed and Qualified**

Source: QMA Estimates of the eligible youth population (HumRRO April 2005)

**It is not enough to just recruit those propensed … Navy Recruiters must interest the non-propensed**

# Perceptions of Civilian Jobs ..




Source: CNRC analysis of DoD Youth Poll (2007)

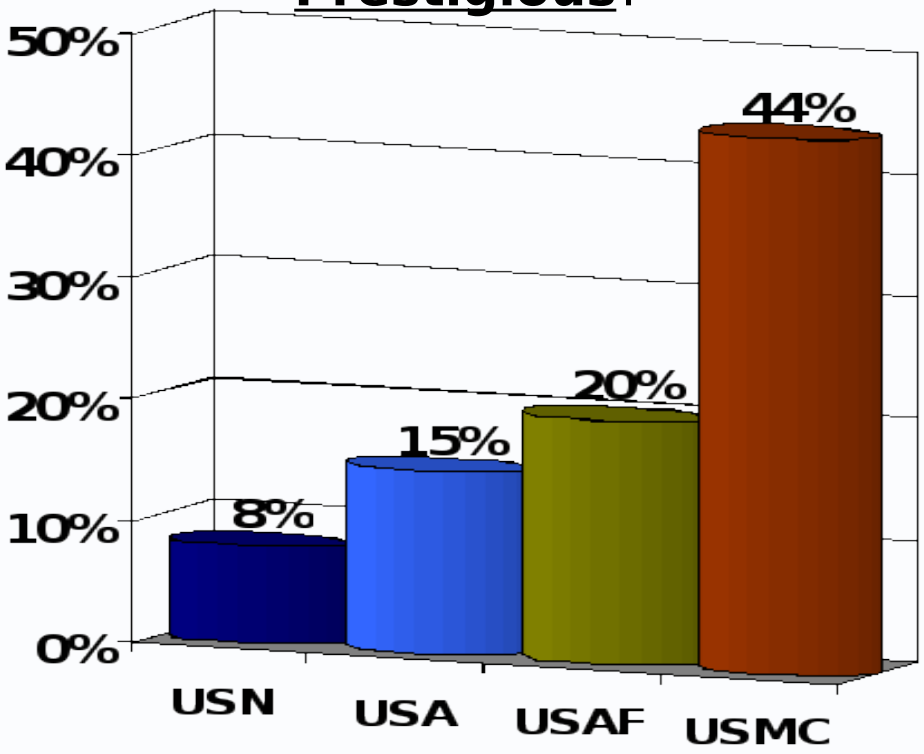
| Perceptions of People aged 15-21 | Military Service | Civilian Job |
|---|---|---|
| Experiences that prepare you for a career | 14% | 27% |
| Interesting job, not just routine | 29% | 13% |
| Work with people you respect | 17% | 12% |
| Job where you decide how tasks will be carried out | 9% | 43% |
| Something you can be proud of | 23% | 9% |
| Earn respect of people who are important in your life | 9% | 20% |
| Good paying job that allows you to live comfortably | 8% | 38% |
| Receive approval from parents | | |
| Have personal freedom | | 56% |

Source: CNRC extract of DoD Youth Poll Data (Nov 2003, pg 59)

# Knowing our battlefield

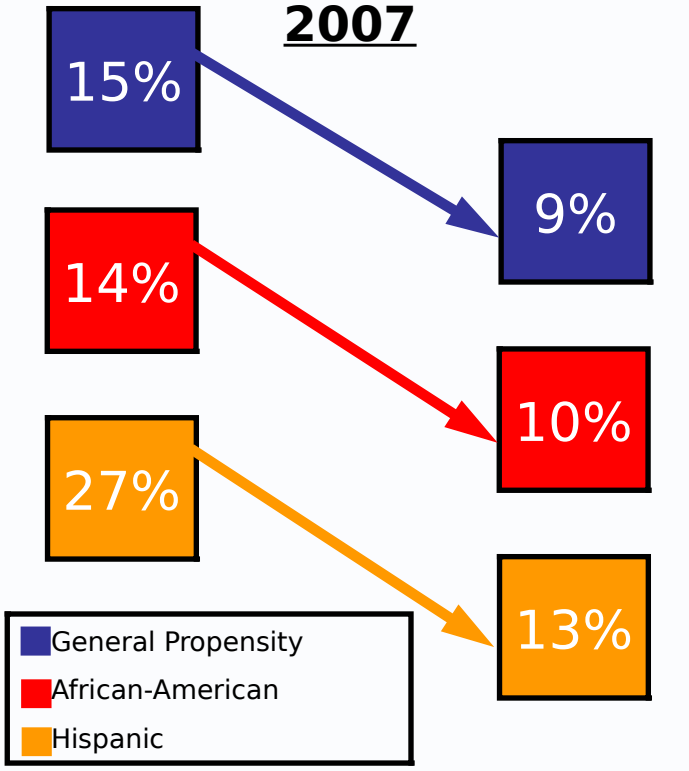
## Navy's Public Image

Public Opinion Poll: Which Military Branch is **Most Prestigious**?




Source: Report by Galllup Organization (2006 pg 221)

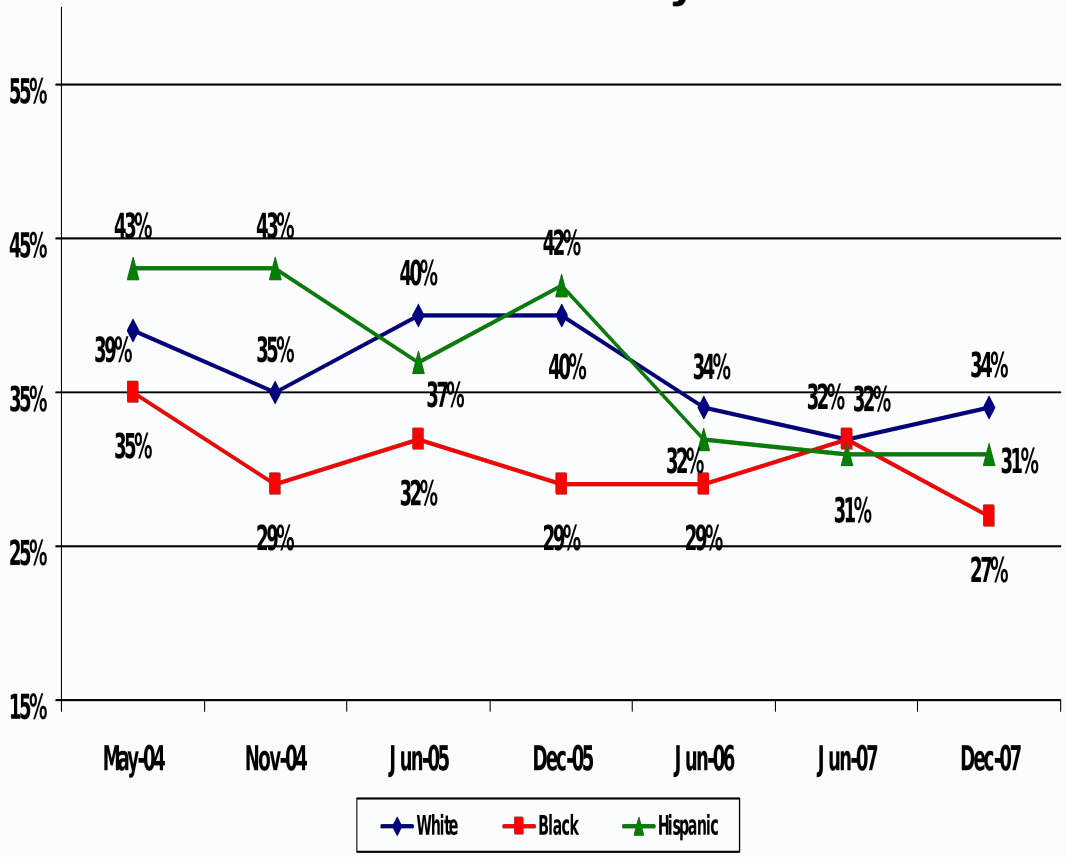
## Plummeting Youth Propensity




Source: DoD Youth Poll 2007

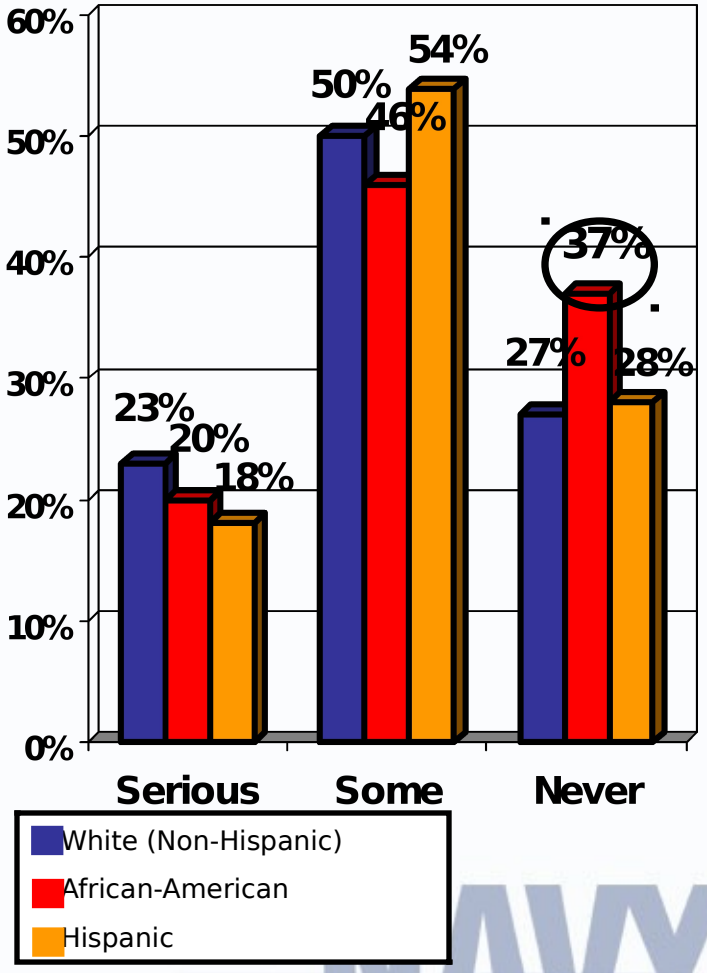
# The need for effective outreach

## Influencer Likelihood to Recommend Military Service




Source: DoD Influencer Poll (2003-07)

## Youth Consideration of Military Service




Source: CNRC analysis of DoD Youth Poll (2005)

# Propensity and Influencer support

- Over the past year, propensity has fallen significantly in almost all categories
  - Hispanics are the fastest growing market, yet propensity is moving in the wrong direction

- Influencers of youth (Dads, Moms, and Grandparents) are less likely to recommend military service than at any point since 2003
  - The drop has been most significant among fathers and grandfathers.

# *Influencer's Role …*

- Navy Recruiting success is due to the support we receive from citizens who influence young Americans, i.e., parents, siblings, educators, veterans, youth workers and various Friends of the Navy (FON) organizations such as the Navy League, Fleet Reserve Association and Navy Club of the USA. Centers of Influence (COIs), essentially each of you, are vital to the future of our Navy.

- Education, war, and a shrinking veterans pool are some of the major concerns of today's influencers.

# *What can you, as an influencer, -- do to help?*

- Talk to everyone. Share your knowledge and experience with students, peers and local organizations.

- Contact a local recruiter in your area and offer your assistance.
  - Invaluable resource
  - Listen, Learn and Lead

# *Ready for the Challenge …*

- Navy Recruiting stands ready to meet the challenges of the future.
- Communication is key.
- “Influencer” help = Recruiting success.

# NAVY RECRUITING COMMAND

- **Backup**

# Navy Recruiting Acronyms …

- AFQT - Armed Forces Qualification Test
- BOY DEP - Beginning of Year DEP
- DEP - Delayed Entry Program
- FMAM – February-March-April-May – Tough Recruiting Months
- IRR - Inactive Ready Reserve
- JAMRS – Joint Advertising Market Research and Studies
- MEPS - Military Entrance Processing Station
- NAT - New Accession Training – Non-Prior Service Reservists (previous NPSB)
- NORS - Navy Officer Recruiting Station
- NOSC - Naval Operational Support Center
- NRD - Navy Recruiting District
- NRS - Navy Recruiting Station
- PST - Physical Screening Test (Physical Fitness Test required for Special Operation Program)
- RTC - Recruit Training Command
- SPECWAR - Special Warfare
- WINTR - Women In Non-Traditional Ratings